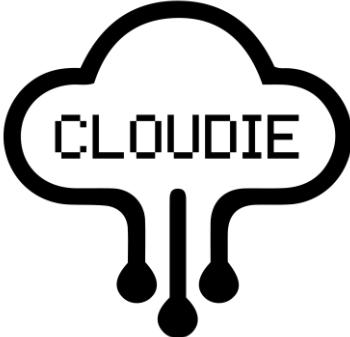




powered broadcast-grade cloud tv playout, efficient media workflow, global distribution & ad funded monetisation



Why was Cloudie TV created?

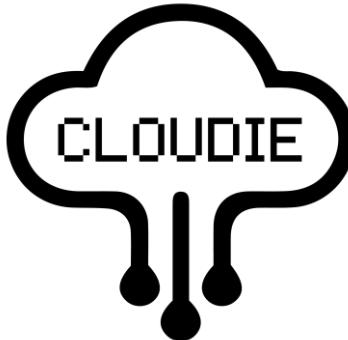
The Connected TV & Free-to-view Ad-funded Streaming Television (FAST) industry has grown massively over the last few years, but a majority of channels fail to replicate existing cable & satellite channel formats, resulting in most audiences and advertisers avoiding simulated live VoD playlist services as a credible replacement to their much loved traditional services. VoD based simulated live channels require little effort due to automation but due to the unrecognised format & lack of human curation they predictably result in low audiences & sporadic earnings.

Kapang recently published the FAST2.0 standard to ensure its channel owners mimic traditional channel formats in an aim to filter unengaging simulated-live VoD-scheduled services that fail to provide a traditional broadcast experience that its two key stakeholders, viewers & advertisers, demand.

Cloudie TV is the first fully FAST2.0 compliant integrated playout & distribution service that allows channel owners to create, distribute and monetise full HD or 4K linear TV channels that compliment traditional cable & satellite experiences whilst keeping management & curation within budget.

Cloudie TV was initially developed as an internal workflow service for Kapang Studios 24 channels providing a dynamic broadcast-grade solution with an efficient channel media management process that requires less than 24 hours of effort per week which is now able to provide a sustainable channel business model for new & transformation broadcast businesses.





What is....



?

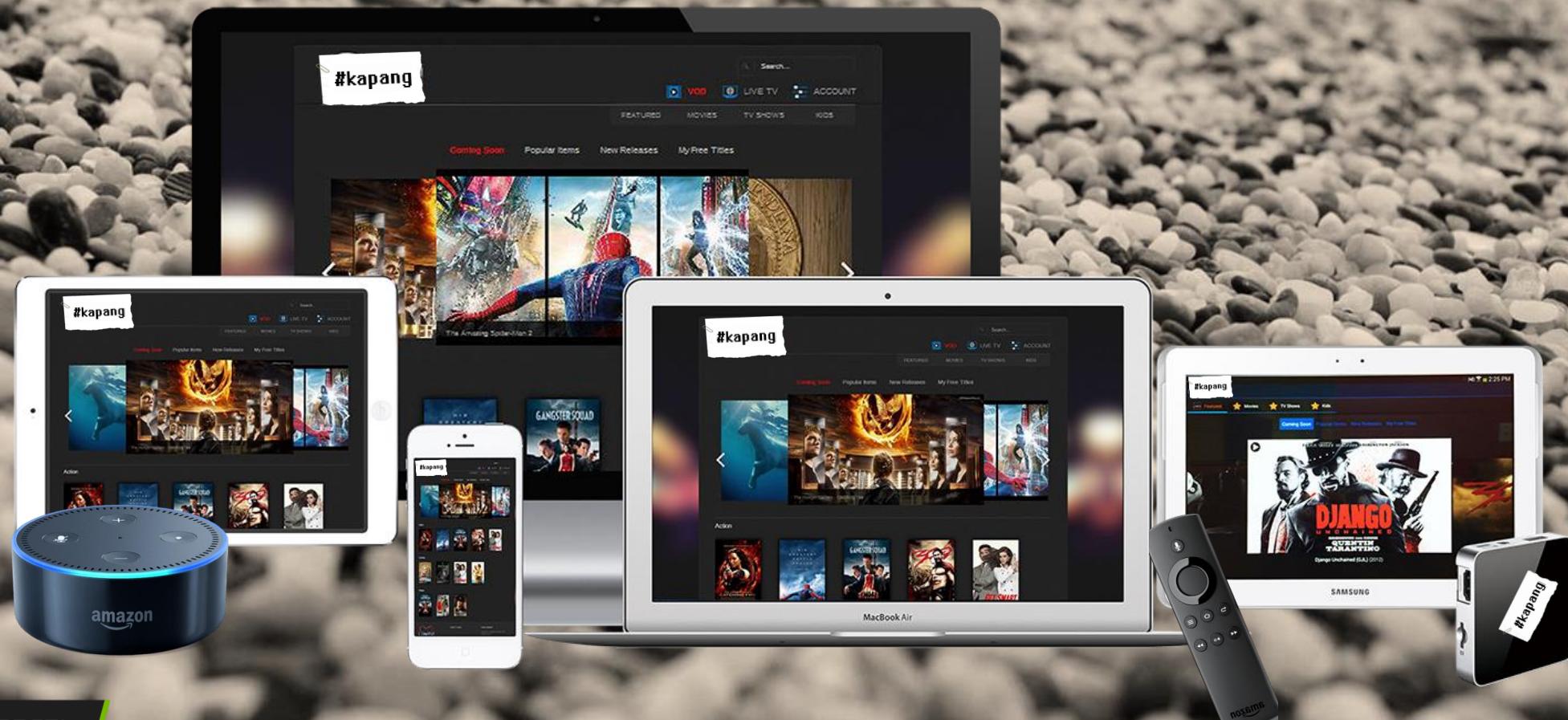
- FAST2.0 is a standard that ensures viewers experience the TV channel formats that they have enjoyed for years on cable/satellite platforms which in turn provides confidence to higher value advertisers,
- All programming should be scheduled to start on the top or bottom of the hour, to provide confident EPG line-ups, audiences expect this continuity, and advertisers value structure & effort,
- All long-form content should have 4 ad breaks per hour to allow for advertiser planning with placement on a scene change or black segments so not to interrupt the narrative of the content,
- All content advertising breaks should be buffered with channel branding &/or sponsorship, which also provides >25% additional revenue over ad breaks alone.
- All advertising breaks should be a common length devisable by 30 seconds (120/150/180/210) to provide maximum revenues, advertiser continuity and minimal viewer disruption,
- All channels should have onscreen graphics to add branding, extra features & inform viewers,
- All channels should be able to rebroadcast live-events or relay another channel or live feed,
- All channel content should have metadata for EPG's, ad trading & content discovery,



Kapang

evolving tv

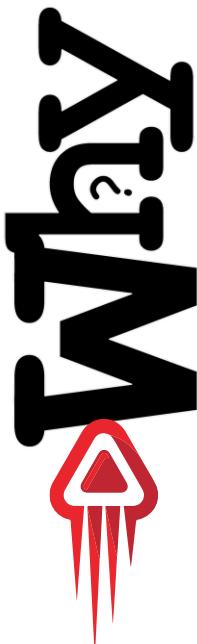
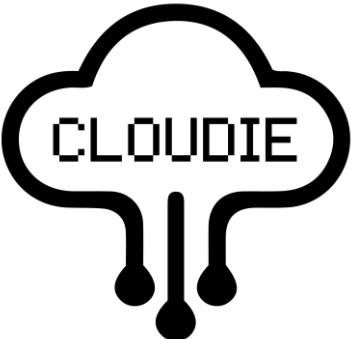
all cloudie clients launch globall on kapang within days, with 80/20 rev share



GEFORCE
RTX

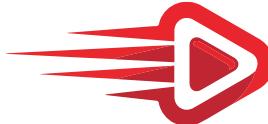
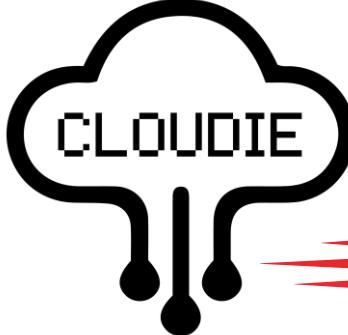
create, broadcast, distribute & monetise

Why is Cloudie TV the best FAST CTV Playout?



- FAST2.0 compliant private-cloud NVIDIA GPU powered Broadcast-grade HD/4K TV Playout,
- **No lengthy contract terms, via a simple pre-paid 30 days notice period,**
- Have a channel broadcasting from an existing video library within a few days,
- **80/20 revenue share** premium EPG placement & listing on all Kapang CTV Platforms,
- Fixed delivery charges & no Connector fees for distribution to all other OTT & CTV platforms,
- Distributed by our broadcast-grade CDN with integrated SSAI, monitoring, ad server & reporting,
- 4x faster scheduling than other systems, so less people are required to operate each channel,
- Easy to operate via a dynamic web-browser interface from an internet browser globally,
- **Schedule up to 5 independent live feeds for switching to live events and other live feeds,**
- **Fully interactive on-screen graphics** via the schedule data & time based channel bug,
- AI-powered schedule checker for advanced warnings & automated captions,
- Powerful remote editing machines & storage for homeworking media teams,
- We monitor, mentor and support you 24/7/365 to maximise your success,





Cloudie TV has different service levels

what service options are available?

1 – Subsidised Playout

A subsidised playout service is subject to the channel being sponsored by one of our partners in exchange for a discounted self-service playout. All subsidised channels are delivered within a shared cloud environment.



2 - Self-service Playout

Self service playout allows channel owners to directly schedule & control the channel content schedule via our web-browser based dashboard to upload content, add and check ad break data, metadata, graphics and drag and drop the required schedule the channels for instant viewing in the interface and downstream distribution to all platforms.

3 – Mentored Playout (Schedulers supported by Cloudie Team with full pre-broadcast checks)

Mentored playout is similar to a self-service playout service but the cloudie team proactively check the schedule & content before broadcast, making corrections, training the user and aiding with any issues whilst 24/7 monitoring the performance and adding or removing data to maximise the monetisation of your channel.

4 – Managed Playout (No playout staff required)

Managed playout provides you with a dedicated team of media engineers and schedulers who can take your channel EPG to fully deliver the channel from formatted content & brand guidelines without any in-house resources from your content or channel business.

Cloudie TV solution comparison

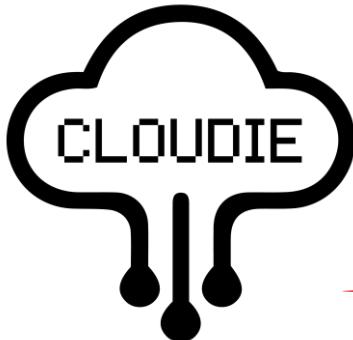
The diagram illustrates the Cloudie TV solution comparison across three main platforms:

- broadcast cdn**: Represented by a cloud icon labeled "CLOUDIE" and a red "broadcast cdn" logo.
- CTV HYBRID**: Represented by a red "CTV" logo above a blue "HYBRID" box.
- OTT HYBRID**: Represented by a yellow "OTT" logo above a blue "HYBRID" box.

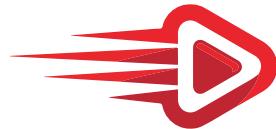
The table compares various sub-services and their costs across these platforms.

Sub Service	Supplier	Cost	Supplier	Cost		
Cloudie TV Playout		\$1,770/month +\$0.00/platform		\$2,990/month +\$625/platform		\$880/month +\$750/platform
Broadcast-grade CDN		\$0.05/hour		\$0.030/hour		\$0.026
Broadcast Distribution		Included (Any platform)		\$0.013/hour		\$0.026
Broadcast Transcoder		Included (8mbps 5 x HLS)		\$0.015/hour	NOT AVAILABLE	\$0.00
Broadcast-grade SSAI		Included		\$0.036/hour		\$0.036
Ad Decisioning Service		Included		\$0.018/hour		\$0.018/hour
Broadcast Monitoring & compliance recording		Included		\$0.015/hour	NOT AVAILABLE	\$0.00
Ad-break Trading & Fill & sponsorship		20% of Revenue		25% of Revenue		25% of Revenue
Distribution to Kapang	#kapang <small>evolving tv</small>	20% of Revenue	#kapang <small>evolving tv</small>	30-40% of Revenue	#kapang <small>evolving tv</small>	Not accepted Due to channel quality
Total Cost		\$1,770/month +\$0.05/hour +\$0.00/connector >\$0.36/hr earnings >\$250k/1m hrs annum		\$2,990/month +\$0.127/hour +\$625/connector >\$0.27/hr earnings >\$100k/1m hrs annum		\$880/month +\$0.106/hour +\$750/connector >\$0.18/hr earnings >\$60k/1m hrs annum

The costs are based on delivering a single channel to one platform for 100,000 hours at 1080HD 8mbps with all fixed charges being amortised per hour and does not detail integration or management costs.



How does a Cloudie channel earn revenues?



#kapang earnings example:

*Example: 100k hrs (linear & aVOD) delivered across all platforms e.g. KAPANG TV USA:
(100k hours is 3,000 people watching for 1 hour per day)*

AUDIENCE x BREAK QUANTITY x BREAK AD COUNT x AD SPOT VALUE =

Funds received from “SPOT ADS” (6 x 4 30 second ad’s/hour @ \$15.26cpm) avg \$0.36/hour

TECHNICAL DELIVERY FEES - Storage and technology delivery fees 100,000 hours at \$0.06/hour

STORAGE FEES – 5TB @ \$0.06/gb

ORIGIN SERVICE FEES – SRT Connection fees for Live TV Channel & AVoD experience =

GROSS AD REVENUE

\$36,000.00 (Approx)

-\$6,000.00

-\$300.00

-\$0.00

Net Ad Revenue = \$29,700.00

PLATFORM REVENUE SHARE Fees @ (20%) = -\$7,200.00

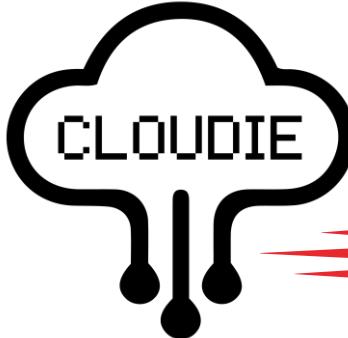
Channel Net Revenue= \$22,500.00 (>60% of Gross)

Channel Net Revenue/hr= \$0.225/hour watched

Note: 12,500 hours a day would provide earnings >\$1m a year



80
/ **20**



Cloudie TV cost model for all services

how much does it cost....?

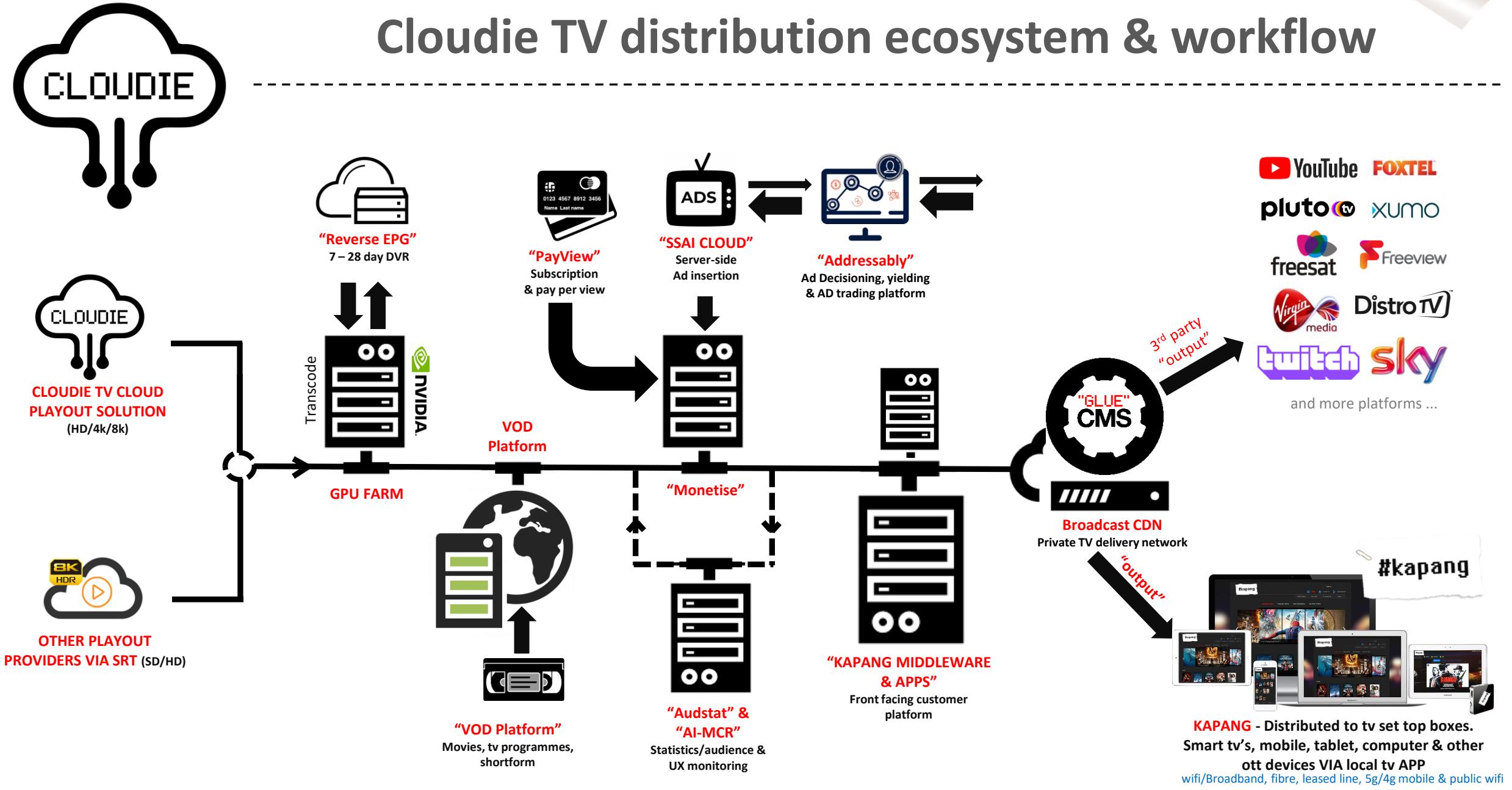
All technical fees including Playout, CDN, SSAI, Ad servers, Transcode & Monitoring are covered in a single fixed cost delivery fee and a monthly hosting fee:



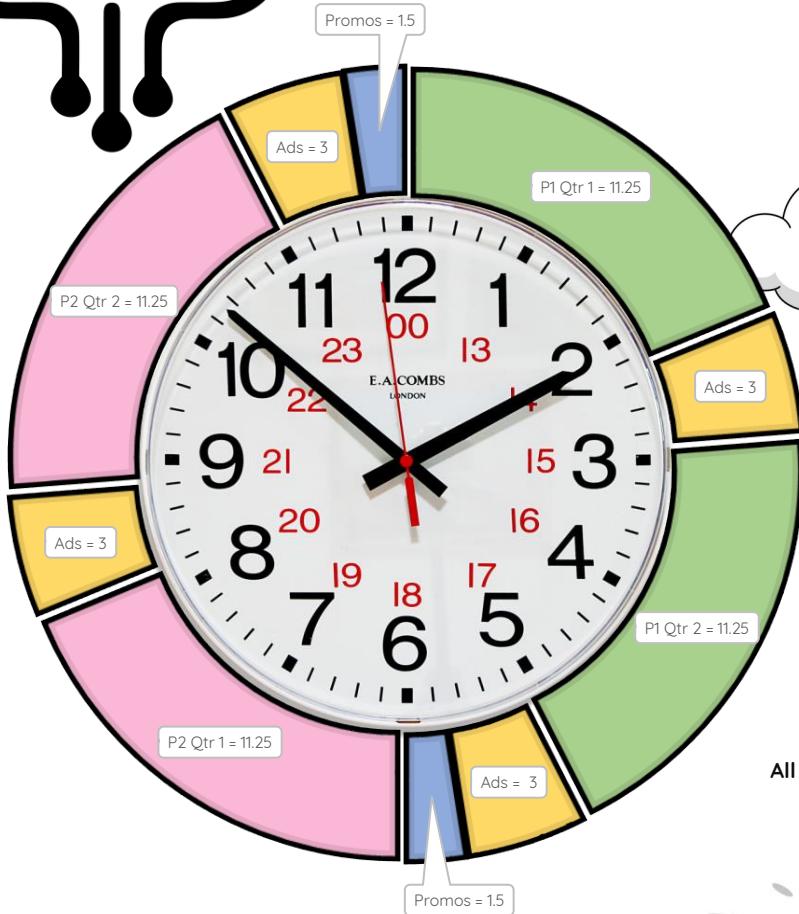
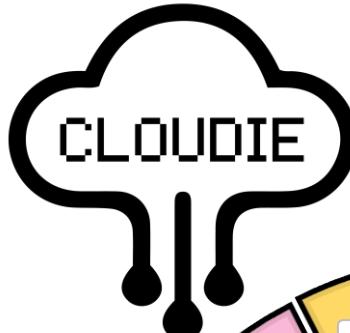
Description	Cloudie TV “Subsidised”	Cloudie TV “Channel”	Cloudie TV “Mentored”	Cloudie TV “Managed”
Schedule Style	Self-Service (browser interface only)	Self-service (browser interface & RDP access)	Semi-managed (daily schedule review & support)	Fully-Managed (21 unique schedule hrs/wk)
Monthly Cost	\$1,170/channel	\$1,770/channel	\$3,770/channel (semi-managed)	\$7,770/channel (fully managed)
Contract term	30 days	30 days	3 Months	3 Months
Set-up Fees	\$1,170/channel	\$1,770/channel	\$3,770/channel	\$7,770/channel
Cost/hr Watched <small>(CDN+SSAI+Transcode+Monitor+Ad Server)</small>	\$0.05/hour	\$0.05/hour	\$0.05/hour	\$0.05/hour
Hours included	1,000 hrs/ch	1,000 hrs/ch	1,000 hrs/ch	1,000 hrs/ch
Storage Costs /Gb <small>Min 2Tb (Mezzanine, log files DVR & Logging)</small>	\$0.05/gb	\$0.05/gb	\$0.05/gb	\$0.05/gb
Broadcast-Cloud	N+N Broadcast-grade	N+N Broadcast-grade	N+N Broadcast-grade	N+N Broadcast-grade
Ad-fill rev-share	0%	0%	0%	0%
Distribution Cost per TV Platform	\$0.00	\$0.00	\$0.00	\$0.00

Annual payments get 12 months services for the price of 10
All monthly accounts have no contract length with pre-paid 30 day cancellation

Cloudie TV distribution ecosystem & workflow



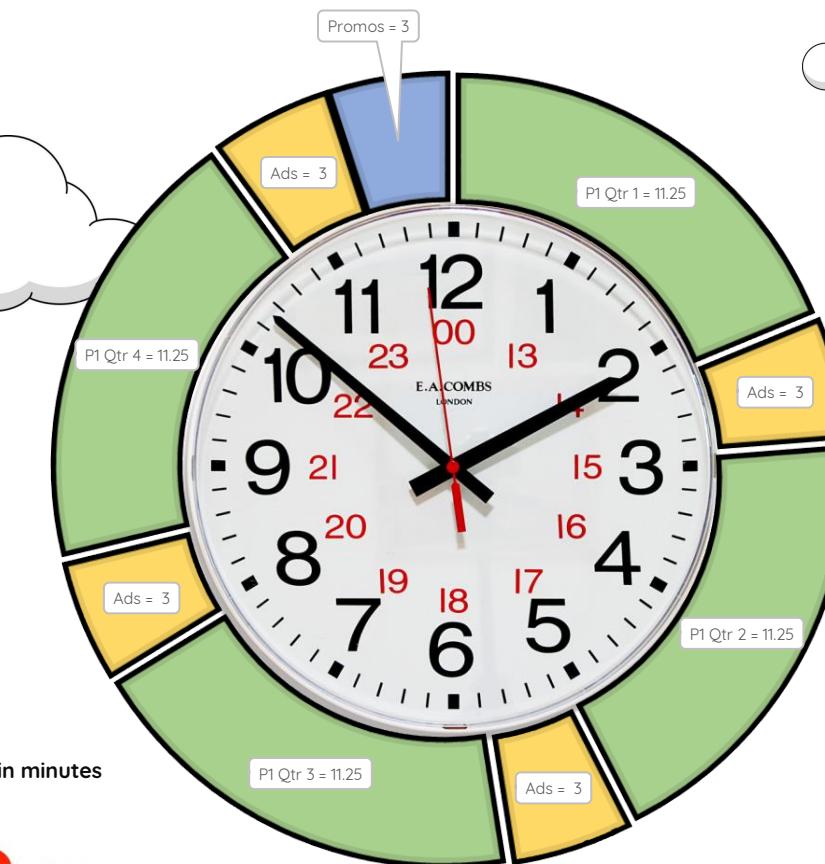
Schedule Cloudie TV in a traditional way



Two ½ Hour TV Programmes (2 x 22.5 mins)
12 Ad Minutes per hour shown



One Hour TV Programmes (1 x 45 mins)
12 Ad Minutes per hour shown

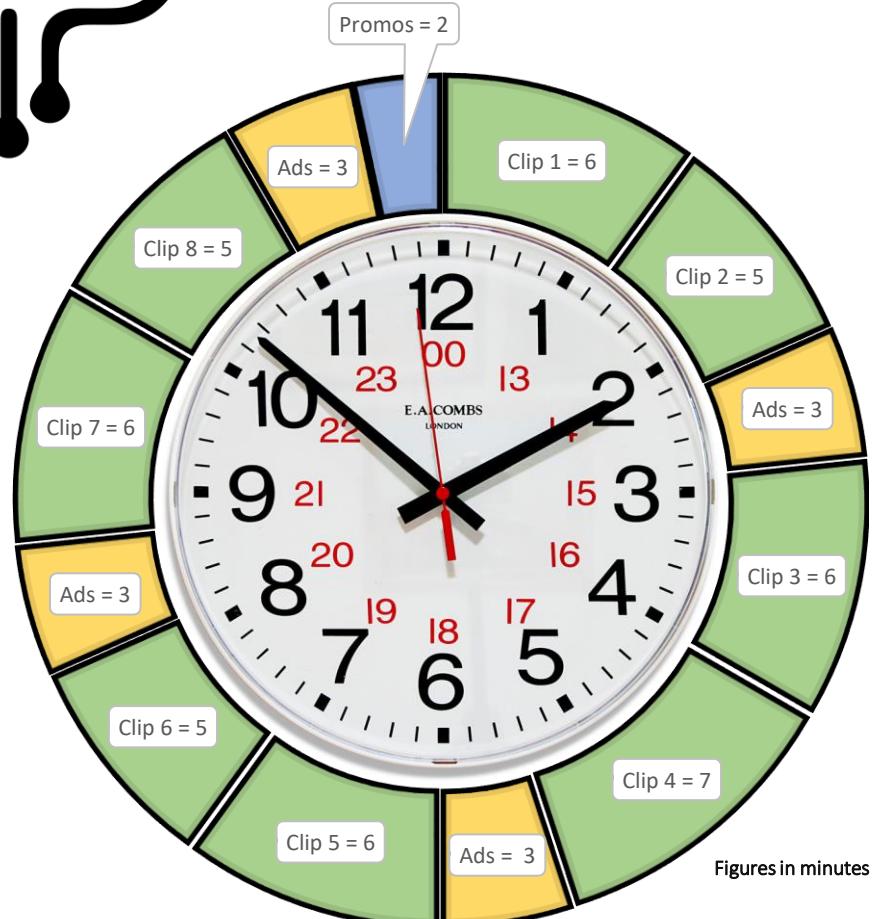
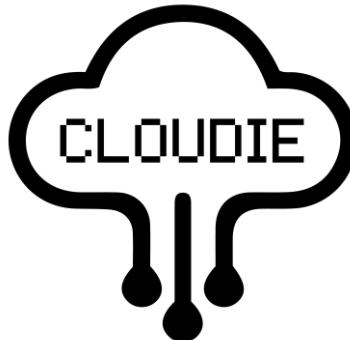


"Kapang only accepts the FAST2.0 standard broadcast format for linear content channels so it has confidence that audiences & advertisers will be fully engaged."

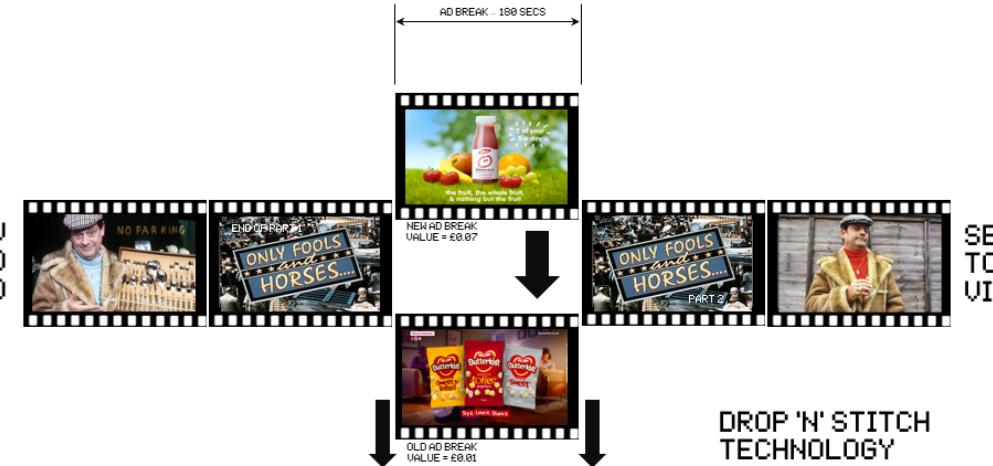
Kapang Team



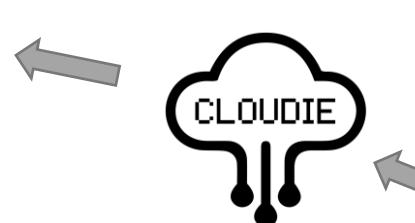
Scheduling Clodie TV with short-form content



LIVE TV
OR VOD
FEED



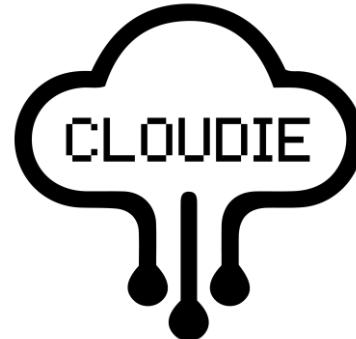
DROP 'N' STITCH
TECHNOLOGY



Number of clips which total 44-47 minutes per hour
Ad breaks should fall evenly across the hour +/- 2 mins

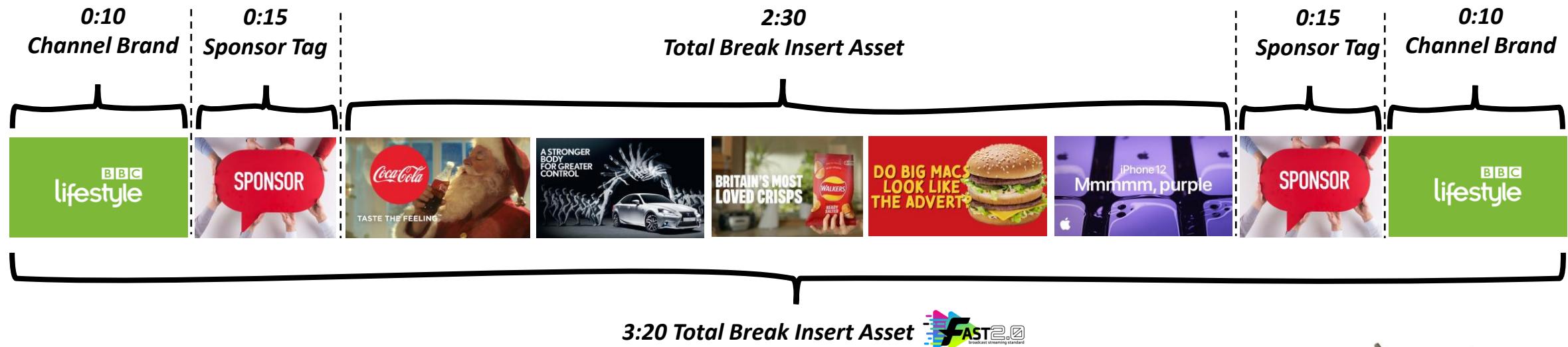


Please note that all clips lengths have example timings and all ad breaks should be 180 seconds, float in the programme length can be absorbed in the flexible promo quadrants



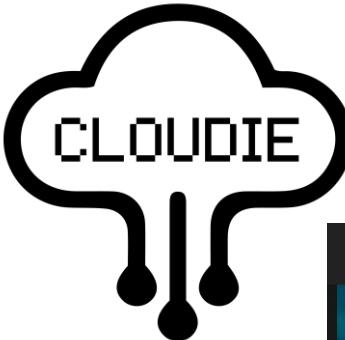
Unique Cloudie TV Sponsor & Branding Pod

Branding + SPONSORS



"To provide a sponsored & branded television channel bumpered breaks without extensive content editing Cloudie TV introduced the staged ad-break insertion which provides a traditional television advertising break transition process by simply adding the ad break timings to a single long form asset providing FAST channel continuity, efficient media management processes and a valuable channel branding opportunities.





Kapang virtual set-top-box experience

The screenshot shows the BBC News HD channel on the kapang platform. The main video frame displays a news anchor in a studio setting with the Big Ben clock tower in the background. The BBC News logo is visible in the bottom left corner. Below the video, there's a news ticker and a summary of the current program, "The Week in Parliament". The interface includes a navigation bar at the top with links to HOME, FAVORITES, TV, MOVIES, and TV SHOWS. On the right side, there's a program guide for BBC One, listing "The Week in Parliament" and "Talking Movies: Bette Davis Special". A search bar and a user profile icon are also present.

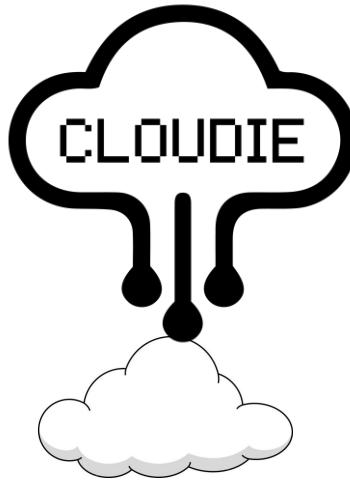
The screenshot shows a detailed program guide for Sunday from 02:30 PM to 04:30 PM. The guide lists various TV shows across different channels. The shows include "Judge Judy", "NCIS", "One Foot in the Grave: The Man...", "Catherine Cookson: Colour Blind", "Bruce Forsyth's Play Your... Points", "Antiques Road Trip", "Decision At Sundown", and "To Hell and Back". Each entry shows the start and end times for the specific broadcast. The interface features a color bar at the top and a navigation bar at the bottom.

The screenshot shows a grid of TV channels on the kapang platform. The channels are arranged in a 5x3 grid. The channels listed are: viewtv one, BBC One, BBC Two, ITV, Channel 4, Channel 5; ITV2, ITV3, ITV4, STV, Dave, ONLYMOTORS; E, 5 STAR, SUSA, ITVBe; CBS Justice, CBS Drama, Challenge, and CBS Challenge. Each channel has its name, genre, and channel number (e.g., BBC One, Entertainment, 101). A search bar and a user profile icon are visible at the top.

"The kapang virtual set-top box experience is the same on all devices and all cloudie tv channels are added within days." Kapang Team

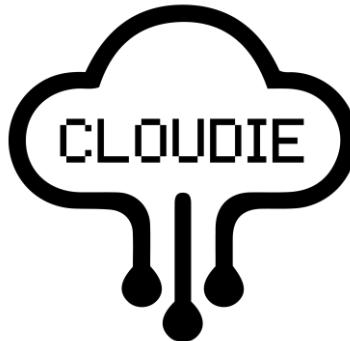


Your channel will delivered via Kapang within days..



Certain Smart TV devices will be deployed in Qtr 3 2021

Global distribution with no connector fees



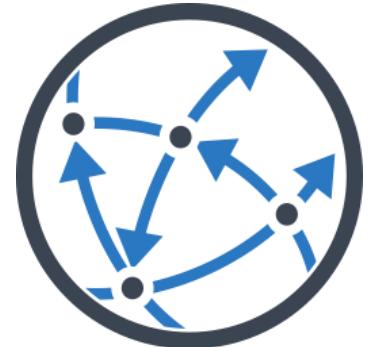
...and many,
many more

Cloudie TV can deliver your feed to other platforms and we will deliver your ads in the same simple and consistent revenue model you enjoy on Kapang, although we do not take any revenue shares from the distribution on other platforms

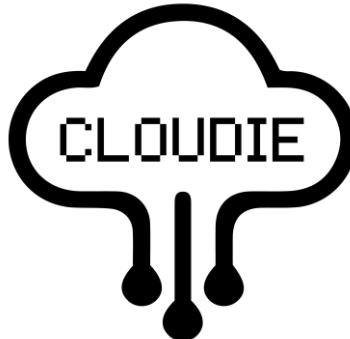
NO CONNECTOR FEES CHARGED BY CLOUDIE TV FOR ANY OTT or CTV PLATFORMS

"Cloudie TV can now deliver additional ad loaded FAST2.0 feeds via broadcast-cdn to other platforms providing the same monetisation and confidence as on Kapang platforms, centralised reporting & an amazing viewer experience. Get your channel in front of existing platform audiences FAST"

Cloudie TV Team



Monetising your tv channel globally with SSAI

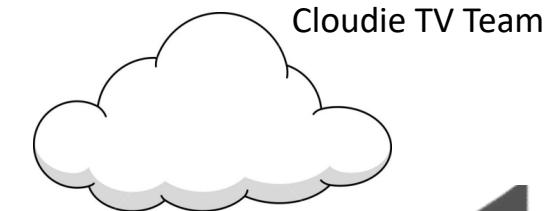


LIVE TV
OR VOD
FEED



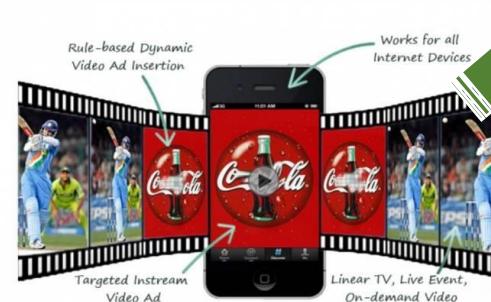
SENT
TO
VIEWER

.... a traded ad-break can achieve a yield of multiples compared to traditional broadcast television



We replace the original ad-break with a unique, higher yielding ad-break per viewer, per country and per device using a pre-traded price

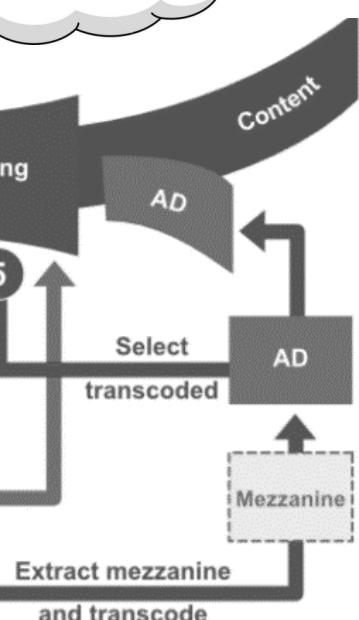
Cloudie TV Team



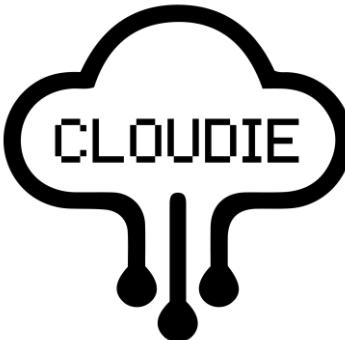
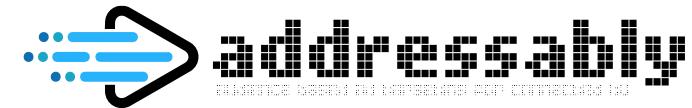
Request VAST



Send VAST



Optional monetisation with



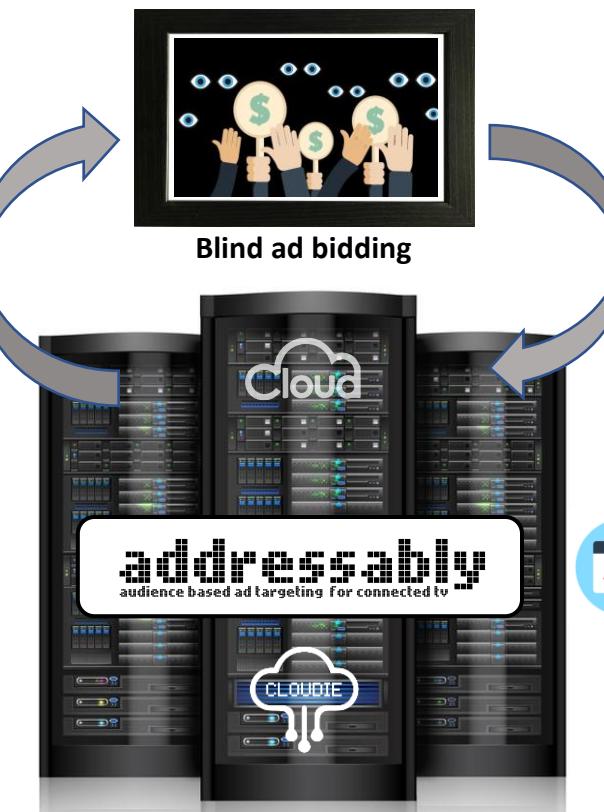
Direct Targeted Ad Deals



Internal Ad Sales



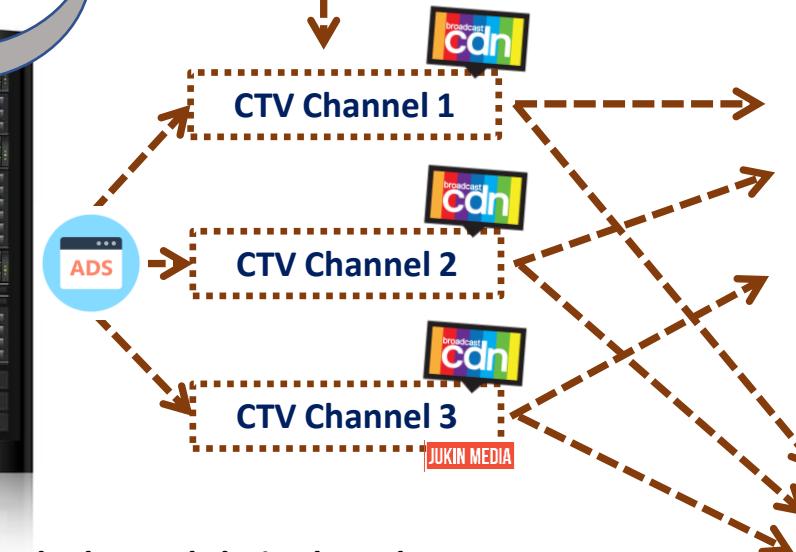
Automated SSP Platforms



addressably
audience based ad targeting for connected tv



The Addressably transaction cloud provides the best ad choice based on live data related to programmes being viewed and devices being used



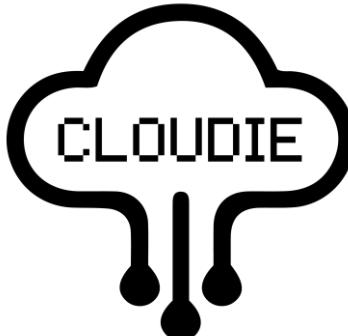
#kapang evolving tv

 and more platforms ...



LOGO TEXT HERE
SLOGAN HERE

Your own app & CMS



Contact the Cloudie TV team now

Contact the channel teams at:

Email – help@cloudie.tv

Web - <https://cloudie.tv/>

Call – UK +44 203 137 2900

